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Digest

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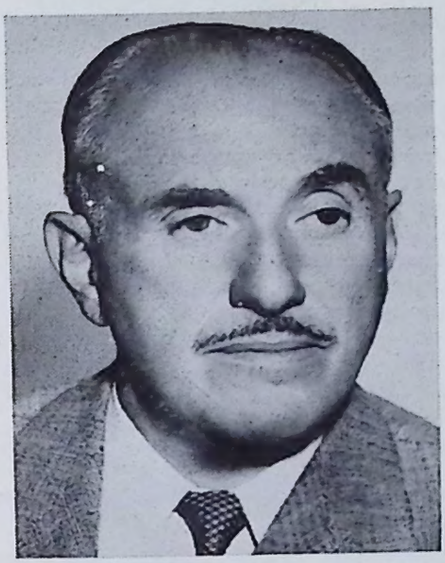
LET'S LOOK AT THE RECORD



THE MEN AT THE HELM: Jack L. Warner, in charge of production; Harry M. Warner, President, and Maj. Albert Warner, Vice-President.

THERE are Harry Warner, Major Albert Warner, and Colonel Jack L. Warner, brothers and members of the Trademark, Warner Bros., all of whom are actively engaged in the various film enterprises which bear the family name.

To rediscover the Warner Motion Picture activities and affiliations it is necessary to flash back to 1903, to the production and distribution of "The Great Train Robbery"; and to a small theatre in Newcastle, Pennsylvania which these sons of an Ohio farmer had opened this same year.

Harry M. Warner, the eldest of the three brothers, came from Poland with his parents in 1885, to Baltimore, Maryland. Ten years later, the family moved to Youngstown, Ohio, and Harry Warner's first business venture was a bicycle repair shop.

Imposing Roster

Today, as the late Alfred E. Smith once said, "Let's Look At The Record". In the Film Daily Year Book, we find listed: Warner Bros. Studio, with Harry M. Warner, President and Jack L. Warner, Vice-President in charge of production; Warner Bros. Pictures Inc. — President, Harry M. Warner, Vice-Presidents, Albert Warner and Jack L. Warner, with an added office of Treasurer for Albert Warner.

Subsidiaries are listed as follows: Warner Bros. International Corp., operating through subsidiaries in Great Britain, in continental Europe, Scandinavia, Africa and the Near East, in Central and South America, in Australia, New Zealand and the Far East; and Warner Bros. Distributing Corp. of which Ben Kalmenson is President, Roy Haines, Vice-President, R. W. Perkins, Secretary and Samuel Carlisle, Treasurer. The Division Managers are: Eastern — Jules Lapidus; Western — Roy Haines; Southern — Norman Ayres. Among the District Managers listed is Haskell Masters—Canada.

"Let's Look At The Record". Harry M. Warner is President of the Stanley Company of America and Albert Warner is Vice-President. Harry M. Warner is President of the Vitaphone Corp.; Albert Warner is Vice-President and Treasurer; Jack Warner is a Vice-President. Warner Bros. Theatres Inc. has as its President Harry M. Kalmine, and as its Vice-President, S. P. Friedman.

Even Music Publishing

The other Warner Bros. subsidiaries and holdings include: First National Pictures Inc., Music Publishers Holding Corp., Warner Bros. Circuit Management Corp., Warner News Inc., and Warner-Pathe News with Norman H. Moray as President and Walton C. Ament as Vice-President and General Manager, Warner Bros. Cartoons Inc., Edward Selzer President and General Manager, By-Products Division, Leon Schlesinger.

Referring back to Warner Bros. Pictures Inc., in addition to the two Vice-Presidents as previously mentioned, there are additional Vice-Presidents, Herman Starr, Stanleigh P. Friedman, Samuel Schneider, Herbert Freston, Ben Kalmenson, Mort Blumenstock, Harry M. Kalmine and R. W. Perkins. The Department heads are Ben Kalmenson — General Sales Manager, Norman H. Moray — Short Subjects and Trailers Sales Manager, Mort Blumenstock — Director Adver-

(*Continued on Page 2*)

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LOOK AT THE RECORD

(*Continued from Page* 1)

tising and Publicity, Bill Golden—Advertising Manager, Eastern Publicity Div. under the direction of Larry Golob. We cannot begin to enumerate the list of the names of the various members of the Boards of Directors and others who hold important key positions, for the man-power of Warner Bros. is mighty and reaches out to varied and multiple operations at home and abroad.

It is when we Look At The Record, only forty-six years since the advent of "The Great Train Robbery", and realize what Warner Bros. have achieved in Motion Picture operation during this short span, when we picture in our mind that small theatre in Newcastle, Penn., which when completed had no chairs, we begin to realize that our Film Business owes so much to those sturdy and ambitious pioneers who have made a world-wide film enterprise grow from a can of film and a store peep-show.

Chairs From An Undertaker

Harry Warner in giving an address at Harvard University, during a course of lectures on the Motion Picture Industry, at the Graduate School of Business Administration, in 1927, in referring to the Newcastle Theatre, "My brothers and I got together and tried to decide where we were going from there. One said, 'what's the matter with the undertaker?' So we went over and engaged ninety-six chairs from a neighboring undertaker. Consequently, whenever there was a funeral, we had to ask our audience to stand up. Picture that theatre with those ninety-six chairs and then picture the Roxy Theatre today, and you will have an idea of the development of the motion picture industry. When I first saw the Vitaphone, I remembered that little theatre with the ninety-six chairs".

Just as "The Great Train Robbery", in 1903, revolutionized motion picture production and exhibition, so did Vitaphone, in 1927, revolutionize a world motion picture industry. And when, during this same year, Warner Bros. presented Al Jolson in "The Jazz Singer", motion picture history was made.

The Warner Bros. invested extensively with electrical companies, who held patents, in experimentation, and had not Sound found a receptive public, we would probably be writing motion picture history without Warner Bros. today. Had Warner Bros. held on to their capital without the risk of Vitaphone, the family at that time had enough assets to have lived in retiremen as gentlemen squires all the days of their respective lives. But Sound was a miracle to the Warner Bros. and they took the plunge. Prior to the world-wide depression which sent so many business enterprises into bankruptcy, they took the gamble and literally girded their loins for what was to be a real battle with several Interests; but the pioneering spirit of fighting for progress ran true to form. They saw, they heard, they invested and they conquered.

Special Oscar

1927 was indeed a memorable year, and in this year the Academy of Motion Picture Arts and Sciences bestowed a Special Award upon Warner Bros. for producing "The Jazz Singer," "Making An Epoch In Motion Picture History."

It was in 1926 that Warner Bros. produced the first Sound picture, synchronized with musical score or discs, "Don Juan", with John Barrymore as its star. Don Juan was presented at the Warner Theatre, New York and was shown with the first publicly exhibited film musical. The synchronized music of Don Juan was a special score written for the picture and the New York Philharmonic Orchestra of one hundred and seven musicians was utilized to play the score. It is told that the Warner Bros. later discovered that a lesser number of musicians gave better Sound values. The 1927 production of "The Jazz Singer" was the first motion picture with dialogue.

In 1928, Warner Bros. released the first all-talking motion picture, "The Lights of New York", and during this same year purchased the Stanley Company. In the year of 1929, the Warner Bros. acquired the Fox interest in First National.

Referring back to "The Singing Fool", it is reported that its estimated gross was $5,916,204, the largest at that date, 1928, in the history of the company.

Still perusing the record, we find in its pages the production of, "My Four Years In Germany", an adaptation from the newspaper articles of James W. Gerard, who was U.S. Ambassador in Germany in those world-eventful years preceding World War I. Another startling picture was, "The Confessions of a Nazi Spy", the story which threw down a challenge to the U.S. and to world screens to be aware of the subversive propaganda by Nazi and Fascist agencies, which were undermining our way of life and the peace of the world.

Sensational Story

The impact of this picture was terrific. The story was sensational and proved an eye-opener to Government officials and a mass public, despite the later Government War-Monger Committee Investigation, to which Warner Bros. and the other members of our Industry were subjected because they performed a great service in the interests of Peace and human rights. It is comforting to know that the Investigation came to a just and timely end.

Under the supervision of Jack L. Warner, the Warner Bros. Studio produced pictures which were not only excellent entertainment, but most informative: "The Life of Emile Zola", "The Story of Louis Pasteur", "Sergeant York", "Yankee Doodle Dandy", "Dr. Ehrlich's Magic Bullet", "Watch On The Rhine", "The Adventures of Mark Twain", Irving Berlin's "This Is The Army". In connection with the last named picture, the receipts were turned over to the Army Emergency Relief Fund. Those of us who remember vividly the success of "Captains Of The Clouds", our own Canadian Air Force participation in its production, and the personal sponsorship of Air-Marshall Bishop, recall the handsome cash contribution which Warner Bros. made to our Air Force Training and Recruiting Fund.

Prior to and during World War II, Warner Bros. accepted the challenge of Enemy Forces, and when Pearl Harbor was attacked, this company was already in the field of War Services, prepared to offer the U.S. Government the fully mobilized resources of its studio. Its war services and humanitarian efforts are in the records of our history, for Warner Bros. produced features and short subjects stressing war and patriotic themes in over a hundred training and recruiting films made at cost for the armed forces, and shipped dozens of new feature films overseas without cost for the entertainment of the armed forces.

Warner Bros. was the first of the major companies to close its offices in Germany, despite Nazi promises that American Film representatives would remain immune from hostile treatment.

Million-Dollar Deal

Despite the wholesale policies of retrenchment so widely publicized in our Industry, despite the doleful tidings of depression and bad times which became the universal language and the topic of general conversation, Warner Bros. went into studio seclusion for a few months to formulate policies; and the Pioneering spirit became again dominant in the consideration of present and future plans. Again Warner Bros. startled the film trade, creating most favorable public publicity and interest with the announcement of its million dollar star deal with David Selznick and the announcement of its expansion plans, factors which have revitalized the industry and changed a period of mourning into rejoicing.

Harry Warner believes that our present film trade period is "the buyer's market in entertainment", nevertheless the Warner Bros. policy is to utilize the greatest possible star values for the largest number of films, directed to attain quality pictures produced in quantity, to service, in Harry Warner's own words, "a greater market than ever before for good pictures."

(*Continued on Page* 18)

RAY PRESENTS

HAROLD VANCE, whom I have known for many, many years, is Gérant Général of the Victoria Theatre Co. Ltd., at Quebec City; and, in addition to such service, manages, with some assistance, the Victoria, which plays English language pictures, and the Theatre Classic and Theatre Cambrai in Quebec city.

Some of the Digest readers will recall that Harold Vance is a bit of a poet also, and we have on occasion published in The Digest, verse by Harold Vance.

Although the bulk of the theatres' bookings are made in Montreal, Harold Vance has a good deal to say about the pictures which play the three theatres under his supervision and management, for when a doubt arises as to Entertainment value, or suitability in respect to a French or English language picture, a print goes to Harold Vance under instructions from Alex Adilman, and Harold's O.K. generally clinches a date.

To meet Harold Vance is to see a smiling countenance always, for Harold is a born showman. It is in his blood. He loves Show Business and knows how to put a picture over which has marketable, as well as entertainment qualities. Harold, having experienced Show Business in many forms, having been actively and personally engaged in Show Business as a pioneer showman, has a genial and optimistic philosophy of his own, which he dispenses free of charge; and the recipient always gets a change of view, a better grip on the business of living, after a visit with Harold.

If Harold had lived in the days of the Roman Gladiators, not one of them would have ever been nailed to a cross, nor thrown to the lions, for Harold would have always made the signal of Thumbs Up being a humanitarian, and never too busy to spend time with an old friend, or with those who sought his counsel.

HE made his debut into the Motion Picture field at the early age of ten, in a town named Brighton, on the south coast of England. His uncle, Frank Butler, F.R.C.O., organist and choirmaster of the parish church and soloist at the Great Crystal Palace organ, sponsored a friend, who claimed to have the first moving picture machine in England, and called it the Cinematograph. His uncle had the machine set up in the Town Hall and invited all the notables. Harold Vance, as the favorite nephew was detailed to crank this machine. "The noises emanating from this affair somewhat resembled those made by a threshing machine, for the power used was an acetylene gas tank, and the films were decidedly flickers, and how they flicked," related Harold.

"I have spent approximately forty years in the entertainment field in Canada, nineteen of these in old Quebec. During this period I have managed "The Arlequin", "The Princesse", "Imperial", "Cambrai", "Victoria", and "Classic" theatres. In my spare time I manage to hold honorary positions as follows: Vice-President of The Army, Navy and Airforce Veterans, Unit 33 Quebec, member of the Executive Committee Complaints and Publicity Committies. I was made a life-member in 1941 in recognition of war work and received a certificate of merit from the late Colonel Ralston, Minister of Defence. I am a life-member of The Canadian Motion Picture Pioneers. I joined with Claire Hague at the beginning. For ten years a member of the Quebec Rotary Club, Entertainment Committee, Quebec Curling Club, ten years on various committees, St. Georges Society, Committee of Management and Charity, member of The Press Club and The Quebec Casting Club, Quebec Automobile Club, Honorary member of The A.N.A.F. Bowling League and Billiard Tournament. I am a "Shriner", member of Karnak Temple Mt 1.

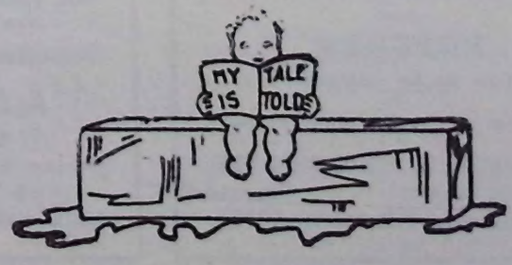
"I BECAME a manager of a theatre at the age of 22 and have remained in that capacity ever since, with occasional lapses as owner-manager. I was at one time President of the Ontario Athletic Association and brought to Canada such maulers as Doctor Roller, "Cazeau" etc. Probably I am the only English Canadian to manage 2 all-French theatres at one time, giving for entertainment, French Comedie Bouffe and vaudeville. At one time, before we purchased sound equipment, I had French actors talk the script behind the screen".

Forty years in the Entertainment field! You would never know it to look at Harold Vance for whom Time has no meaning, save as the years count up, to make him grow younger.

Previous to entering the Motion Picture Field, he spent many years in the legitimate theatre. "We handled road-shows, vaudeville, burlesque, musical comedy, dramatic stock companies. We organized many stock companies, directing and managing them and often produced," said Harold Vance. During that period, he had the great pleasure of meeting many stage celebrities, some of whom are today famous screen personalities.

Summing up the many pleasant years he has spent in a varied and progressive business, "I have found them to pass all to quickly", said Harold Vance, who has started to work on a book of memoirs. Good luck Harold Vance with the book, I hope you get along with it more rapidly than I am getting along with mine; and that it will be your autobiography and not a biography, as so often happens to us who never get time to write our own life's experience but wait until some one else writes what they know and remember, generally only that which they wish to remember.

A CABLE from Eric Fredman, London, advises that Herbert Wilcox, Anna Neagle, and Michael Wilding are enroute to America, sailing on the Queen Elizabeth, and that Herbert Wilcox has won the 1949 National Film Award, Triple Crown, being the first time such award has been won by any company. Anna Neagle won Trophy for best actress of 1948 and Michael Wilding best actor in Herbert Wilcox's production "Spring in Park Lane", nominated as best British Film. This is the third consecutive year for Herbert Wilcox as the winner of this award Best Film of the Year, the equivalent of our Oscar.



Toronto and District

By BILL PRESS

CATERING to a special clientele, the Towne Cinema opened its doors at 57 Bloor Street East, Toronto, on April 25 under the direction of Mrs. N. A. Taylor in association with 20th Century Theatres and as a "sister" to the International Cinema in Toronto.

Architecture and decor of Toronto's latest theatre stresses modern simplicity, with an appeal directed to art patrons more than to the general public. An extra structural feature is the permanent salon off the main lobby for the exhibiting of the works of Canadian artists, sculptors, designers and photographers, both contemporary and past.

The Towne has a seating capacity of 691, of which 499 are on the orchestra floor and 192 in the loges, the size of the theatre being conducive to friendly atmosphere. The architects were Kaplan and Sprachman, well-known Toronto theatre creators of renown.

Simplex projection and sound systems have been installed in the Towne, special care having been taken in the sound installation because of the musical attractions scheduled for this house. Seats are upholstered in foam rubber for personal comfort.

The Towne, under the management of Mrs. Evelyn Proctor, opened with "Concert Magic" with all seats reserved and prices scaling to $1.25. Following the first engagement the regular-price policy is expected to be as follows: Daily matinees to 6 P.M. — Juveniles, 25c, students, 35c; orchestra, 60c and loges, 75c; Evening prices — Juveniles, 35c, students, 50c, orchestra, 75c. and loges, 90c.

* * *

There are strong indications that, in its proposed reorganization, the Ontario Board of Moving Picture Censors will have an advisory council, the members of which will represent religious, educational and social organizations. They are expected to check on sex and crime pictures.

The board proper, under Chairman O. J. Silverthorne, will be expanded.

The O'Brien Theatre in Arnprior, a unit of the Ottawa Valley Amusement Co., is using a daily broadcast program over Station CHOV for the 15 minutes starting at 5.30 p.m. A visitor in Toronto was Larry Ritza of Renfrew, supervisor of the four O'Brien Theatres.

* * *

Manager Stan Gosnell of the Uptown Theatre, Toronto, organized a somewhat spectacular stunt for "Family Honeymoon" consisting of an egg hunt in Riverdale Park for children under 16 years of age. The prizes varied from live bunnies to a bicycle. "Family Honeymoon" also enjoyed a tie-up with the Post Cereal Co., Cobourg, in the distribution of coupons at grocery stores through which, with 25c and a box-top, two books including one based on the story of the picture were obtainable.

* * *

Television has been added as a special feature for the lounge of the Capitol Theatre in North Toronto.

* * *

Admission-price increases are promised at many of the B.&F. Theatres in Toronto, with the 36c rate going to 40c and the 42c ticket advancing to 45c. The matinee price at one house is going up to 35c from 30c. With the amusement tax apparently a permanent fixture the new admissions are to be at the even price, thus avoiding the odd cents.

* * *

Howard Elliot, manager of the Toronto Fairlawn, is getting good results from a tie-in with the Freeborn Enterprises for a baby-sitter service. A telephone call from would-be patrons brings the sitter.

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The Canadian Moving Picture Digest

Entered as Second Class Matter
RAY LEWIS
Editor-In-Chief
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Assistant to the Editor

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— Correspondents —

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BRUCE PEACOCK ..... Regina, Sask.
JACK DROY ..... Vancouver, B.C.
WILL McLAUGHLIN ..... Ottawa, Ont.
BILL PRESS ..... Toronto, Ont.

Chief Barker J. J. Fitzgibbons of the Toronto Variety Tent played a star role in the extensive newsreel sequence showing the presentation to him of the club's first Heart Award. Many local film men caught a glimpse of themselves on the screen.

* * *

The Ottawa Board of Control has re-affirmed its stand against any permits for the holding of any tent carnivals within the city limits. A Canadian Legion branch had planned a midway in the local ball park.

* * *

Both the Eclipse and Rio Theatres in Toronto revived the cartoon and comedy festivals, the programs consisting of 15 short subjects.

* * *

Harry Ginsler, special representative for Astral Films, called on many exhibitors in Montreal and Ottawa on a recent trip.

Eastern Theatres Limited, the Famous Players' subsidiary which operates the Toronto Imperial, showed a net profit at $106,972 for 1948, compared with $101,192 for the previous fiscal period. Operating profit was down to $175,030 from $196,667 because of high costs.

* * *

The 20th Century Vanity Theatre, Windsor, sponsored the local Yo-Yo competitions for the championship shield on the theatre stage. One of the many prizes was a new savings account in the Royal Bank of Canada.

* * *

Manager Sam Hebscher of the Savoy in Hamilton is doing very nicely with his vaudeville shows each Thursday night in addition to the twin film bill.

FOR SALE

Theatre business in downtown Victoria, B.C., Canada. Now being remodelled into one of the finest in the country. 550 Seats — great opportunity for large income. Apply to:

Hymie Singer, State Theatre,
142 East Hastings Street,
Vancouver, B.C., Canada.

TRADE HEADLINES

Nasser's UA Deal, On Verge of Completion, Falls Through on Technicality — No Deal

●

U-I Increases Schedule From 22 Pictures To 30 1950 Schedule May Be Higher — Spitz

●

Wilcox's "Spring In Park Lane" Gets All Awards In Nationwide London Daily Mail Film Poll

●

London, England, To Have Variety Tent, Number 36

●

American State Department Contacts British Government on Unfairness of Film Quotas

●

Combination Vaudeville-Film Houses Opening Up At Fastest Rate Since Talkies Came In

●

Friars' Benefit Raises $305,000 In Testimonial Performance For Motion Picture Relief Fund

●

Technicolor Net For First Quarter Up 65%

●

MGM To Enter 16mm. Distribution Field In Canada "To provide service where no 35mm. operation"

Paul Firestone Leaves Digest With This Issue

PAUL FIRESTONE, Assistant Editor of The Digest for the past nine months, leaves to go up to Muskoka for the summer as M.C. and Director of Activities at Muskoka Lodge.

DOS To Wed Jennifer

Louella Parsons, in a recent broadcast, foretold the marriage in May of David O. Selznick and Jennifer Jones. On-again, off-again romance is scheduled for orange blossoms in Italy this summer.

Maritime News

By A. L. FAIRWEATHER

MUCH exploitation is being carried on in Saint John for the showing of Eagle Lion's "HAMLET" which opens at the Strand Theatre, St. John, on April 25th. Plans are being made for a special first night, as this is the premiere of the film in the Maritime Provinces. A showing will be held for teachers attending a Teachers' Convention meeting in Saint John. This will be a late performance. Contacts with High and Vocational Schools are being arranged for as well as with the Theatre Guild, Service Clubs, St. George's Society, I.O.D.E., and Women's Council organizations. Press and radio are being used as well as tie-ups with stores. E. S. Cotsworth and Charles Jervais of Toronto and Montreal, have been in the city and Mr. Cotsworth visited Fredericton where the film will be shown at the Capitol Theatre (W. W. O. Fenety manager).

* * *

Sam Babb of the Mayfair Theatre, Saint John, is spending some time with Mrs. Babb's parents, Mr. and Mrs. J. M. Franklin at Miami, Florida.

Visitors in Saint John have been Harry Adkins and J. R. Nowlan of the Victory Theatre, Richibuto, N.B., who have been on a trip to Montreal. Mr. Adkins closes his theatres Holy Week and the week after Easter.

* * *

Miss Helen Selick of M.G.M. in Saint John visited Boston during the Easter week-end.

* * *

The Paramount Theatre, Saint John, has "A Connecticut Yankee at King Arthur's Court" for a full week and began this date with a midnight show on the Monday after Easter.

* * *

George Walters of the Prince Edward and Capitol Theatres, Charlottetown, P.E.I. (F. G. Spencer Co. Ltd) is visiting in Ottawa. * * *

Mr. and Mrs. J. M. Franklin will start for home in Saint John from Miami Florida April 30th. Herman Kierwin, manager of the Regent Theatre, Saint John, will drive from Saint John and return with the Franklins, who will spend a few days in New York enroute. * * *

Miss Joe Reynolds has joined the staff of MGM office of Saint John, N.B.

"Joan of Arc" will be shown at the Community, Yarmouth, N.S. 'Franklin-Herschorn Chain', and Church organizations and Clubs of all kinds are being notified of this event.

* * *

The Film and Theatres Bowling Club in Saint John is excited over a Roll off and planning for a closing celebration to which all members look forward.

* * *

Mrs. Sidney Weyman, wife of Sidney Weyman, manager of the Community Theatre, Yarmouth, N.S. with their two children has arrived in Scotland for a visit to her homeland. This was a wartime romance as Sidney was in the Air Force Overseas when he met his bride.

* * *

Leo Devaney, General Manager for RKO for Canada paid a visit to Saint John recently and was in conference with Harry Cohen of the Maritime office there.

* * *

The Alliance Films Limited picture "St. Francis of Assisi" will be shown at Mayfair Theatre, Saint John, and various tie-ups have been arranged with book stores and Church organizations. This film will also be shown at the Community Theatre, Yarmouth, N.S. for three days and much publicity is being arranged for it.

Vancouver News

By JACK DROY

WESTERN Drive-in Theatres, an Alberta organization, will build a 600-car, $150,000 open-air theatre on the McLeod Trail, a few miles south of Calgary, to be open in May. It will be the province's first outdoor theatre. Four others are planned by the company, formed by Alberta business men. Others will be at Edmonton and Lethbridge.

* * *

Gordon Wilson, recently appointed moving picture editor of the Vancouver News-Herald, is rendering theatres here fine service by bringing Hollywood news to his readers, using an entire page of Hollywood gossip and movie reviews.

* * *

Charlie Doctor, Capitol Theatre manager here, put over a new idea, at least new in B.C., when he used a press-book mat to print 8,000 postcards which were either mailed or distributed by two members of his staff, a male & female while pushing a baby carriage along the main stem, The carriage was decorated with cards advertising "Every Girl Should Be Married." The illustration and balloon type of message, cartoon-style, were good for a laugh in advance. Result was excellent week's business.

It's rumored that the Cambie Theatre, a suburban house now under lease to the Odeon Circuit, a 435-seater, may be taken over by independent interests. No deal has been closed to date but several parties are interested.

* * *

Bill Jones, who resigned as RKO Vancouver manager a year ago, underwent a major operation for gall stones. Jones, now over 70 and formerly a President of Canadian Picure Pioneers (Vancouver district) is on the mend but still in hospital . . . George Le Marquand has quit W-B to become assistant to Jerry Sutherland, Park Theatre manager, an Odeon Circuit unit in Vancouver.

* * *

Wedding Bells for Micky Stevenson, Paramount Pictures booker, and Mary Greaves of Victoria, last Saturday . . . Derek Inman, JARO representative for the "Hamlet" road show in Western Canada, will marry Marjorie (Toddy) Beattie, who is editorial and social page columnist, for the Vancouver Sun, in May. Inman is manager of the Vancouver Symphony Society.

The return of Vaudeville to the Odeon-Hastings was a big success, giving the house a bumper week's business, with a first-run picture. Policy looks to be what doctor ordered for the east-end house. The State, a block up street, also did well with a stage show. On the straight picture front, Studio, with a picture made in Italy, "The Lost One" (La Traviata) is doing capacity. Capitol with "Connecticut Yankee" and the Strand playing a holdover of "A Letter to 3 Wives." both excellent.

* * *

Two old-time projectionists, Ted Joy of the Odeon-Plaza (one of the Joy Brothers who were so well-known in Toronto theatre business) and Jack Richards of the Kitsilano, both now over 80, have retired from show business after more than 40 years service.

* * *

Leo Devaney, RKO Canadian chief, here checking his local branch . . . Mary Ruddick, Odeon-Plaza cashier, is now on the staff of the New Studio in the ticket wicket . . . Art Crute, Plaza Theatre projectionist, a blood donor at the Red Cross clinic, has contributed around 26 blood donations to date. Lloyd Muir, RKO exploiteer, back from Calgary where he was putting on a publicity campaign for "Joan of Arc", says show business is on the up grade in both Winnipeg and Calgary territories.

Win $5

FOR A TITLE
TO THIS CARTOON

The funniest gag lines accepted earn five bucks for the senders. Gag the situation — not the film title which changes regularly. Forward as many entries as you like to: FRANK FISHER, c/o Eagle-Lion, 20 Carlton, Toronto.

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starring
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Color by Technicolor
•
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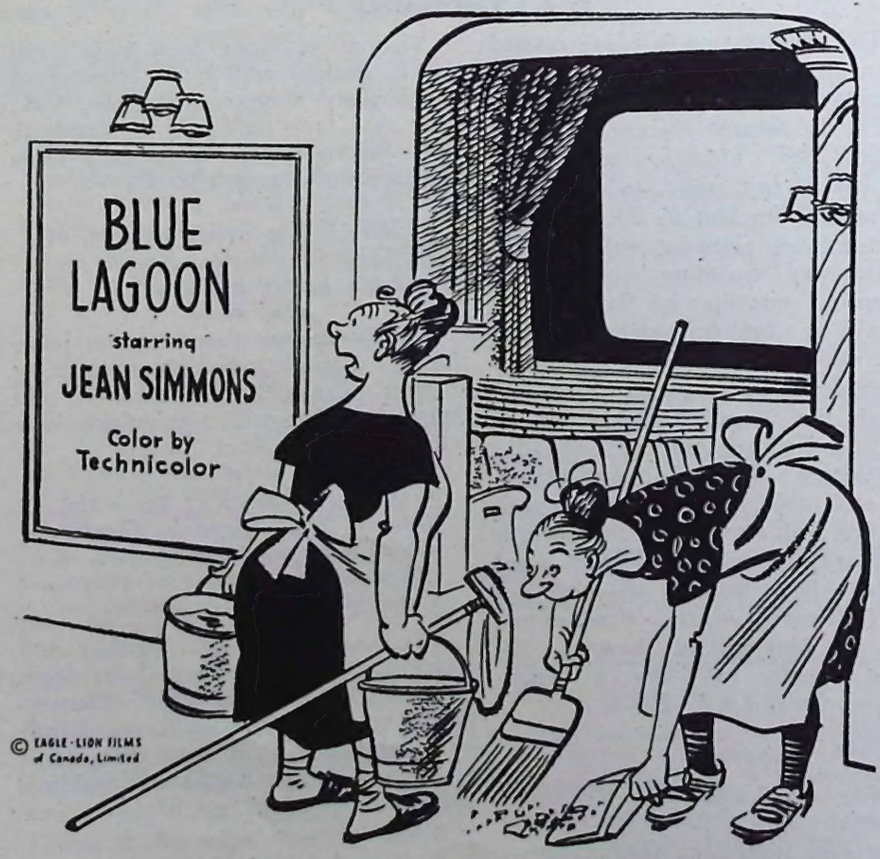
EAGLE-LION

IT'S A PROBLEM!



"We clean up. The manager cleans up with that picture! That's democracy!"
Al. Sedgwick, Palace Theatre, St. Catharines, Ontario.

WARNER BROS. ARE

READY!

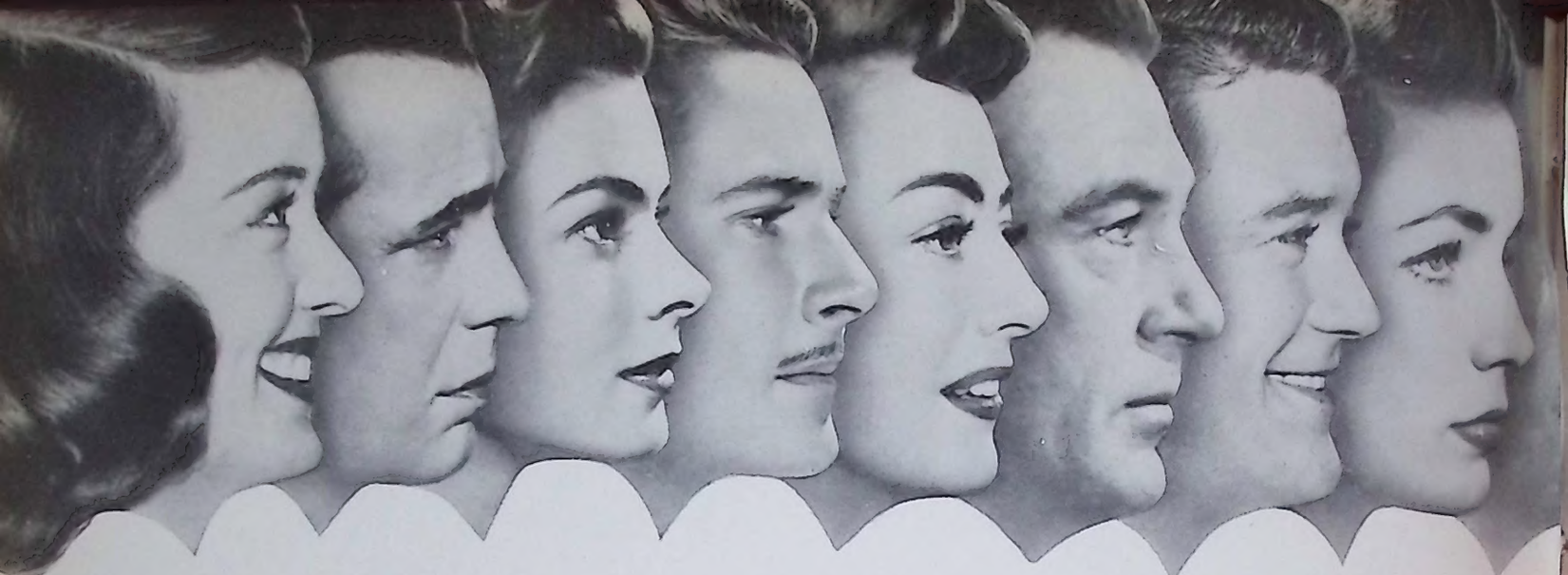
WARNER BROS. ARE

SET!

WATCH WARNER BROS.

GO

AS NEVER BEFORE!

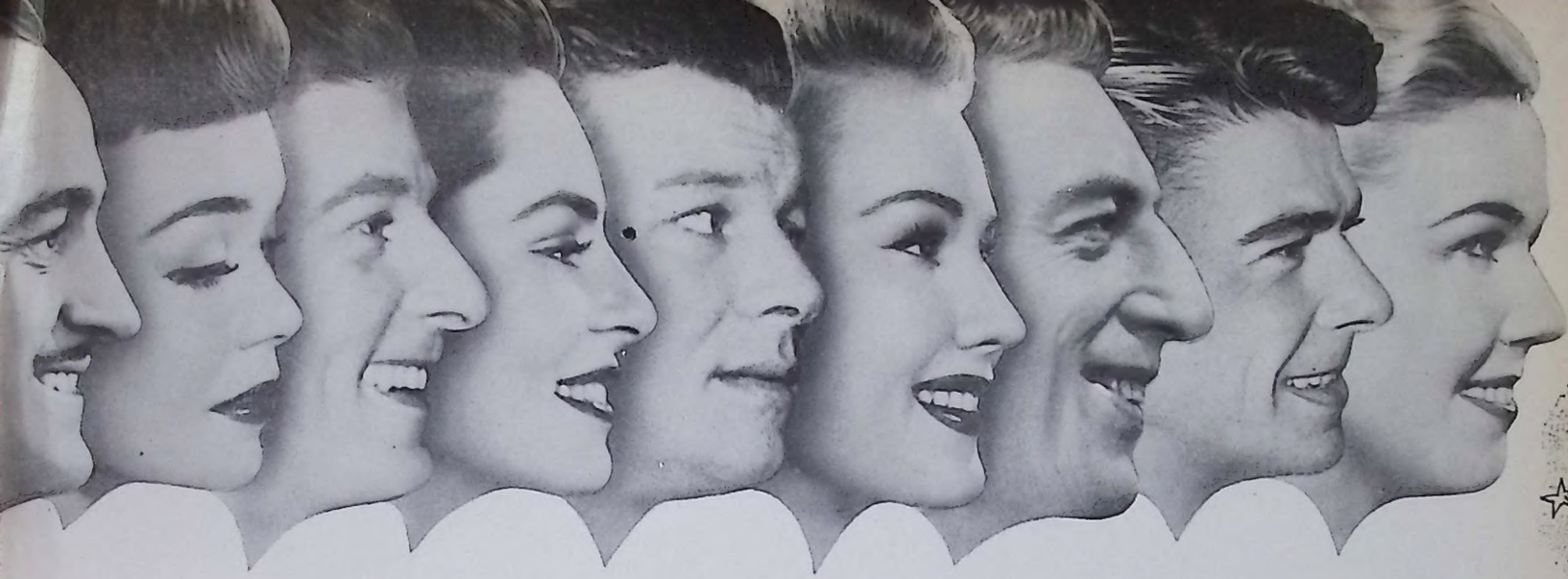


THEIR FUTURE, YOUR

BETTE DAVIS
HUMPHREY BOGART
INGRID BERGMAN
ERROL FLYNN
JOAN CRAWFORD
GARY COOPER
DENNIS MORGAN
LAUREN BACALL
DAVID NIVEN
JANE WYMAN
DANNY KAYE
VIVECA LINDFORS
JACK CARSON
VIRGINIA MAYO
RAY BOLGER
DORIS DAY
RONALD REAGAN
ALEXIS SMITH
JOEL McCREA

NEVER MORE B

WARNERS ARE ON THE



FUTURE, OUR FUTURE-

EVE ARDEN
JUNE HAVER
GORDON MACRAE
LEW AYRES
ELEANOR PARKER

CLAUDE RAINS
PATRICIA NEAL
SYDNEY GREENSTREET
DANE CLARK
EDDIE BRACKEN

ZACHARY SCOTT
S. Z. SAKALL
RAYMOND MASSEY
MICHAEL WILDING
DAVID BRIAN

RILLIANT!

AND THERE'S A BIG WARM WARNER WELCOME FOR

GO!

ALL THESE G

JENNIFER JONES ☆ GREGORY PECK ☆ JOSEPH COTTEN ☆ SHIRLEY

JAMES CAGNEY ☆ JOHN GARFIELD ☆ MARLENE DIETRICH ☆ RANDOLPH SCOT

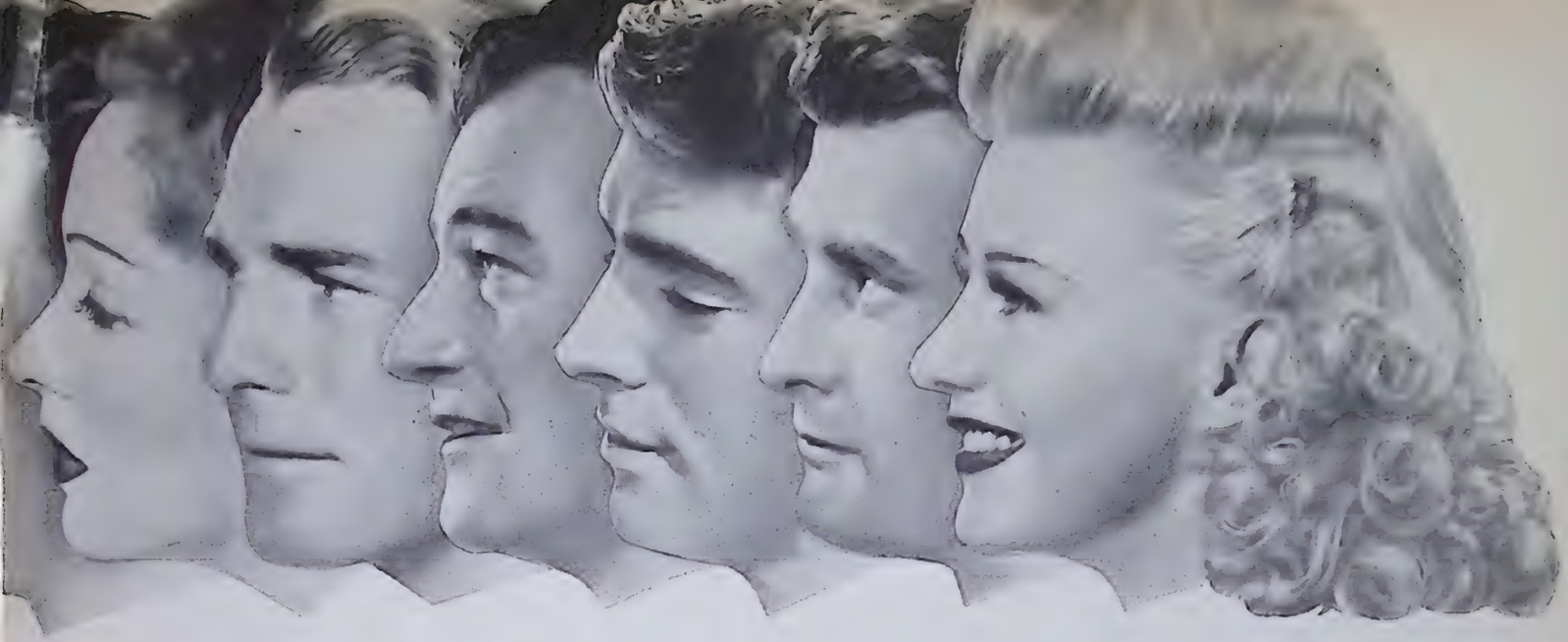
ADD NEW WARN

"At no period in our Studio's history has so much been accomplished — so much of major importance to the industry.

In the product completed and in the story properties we have assembled for full-speed-ahead production, exhibitors can see that our Studio is prepared to surpass every past record of performance.

Our plans go so far beyond any program we have ever put forward that the addition of more and more stars was required.

WARNERS ARE



REAT NAMES

TEMPLE ☆ LOUIS JOURDAN ☆ BETSY DRAKE ☆ RORY CALHOUN

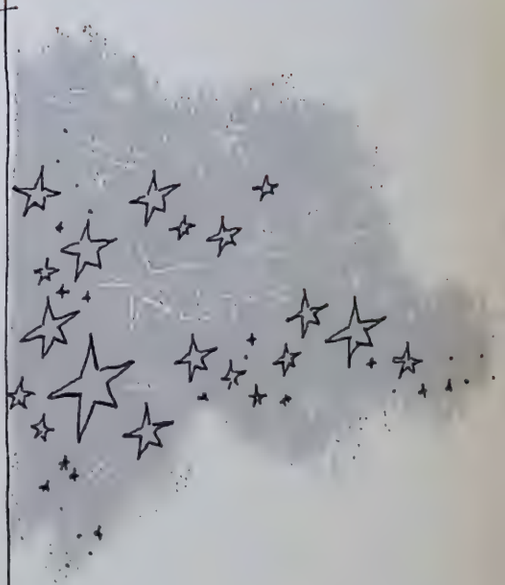
☆ JOHN WAYNE ☆ BURT LANCASTER ☆ KIRK DOUGLAS ☆ GINGER ROGERS

ER GREATNESS!

Through arrangements with David O. Selznick we are happy to welcome many of his important personalities. We are very proud too, to welcome the many other great names who have joined our already impressive star roster.

These people, this program, and the vast resources of our Studio, are positive testimony that Warner Bros. are prepared as never before to bring new levels of success to the motion picture exhibitor."

Jack L. Warner
EXECUTIVE PRODUCER



ON THE GO!

READY!

Every one of these productions is complete and ready for release!

"FLAMINGO ROAD" JOAN CRAWFORD ZACHARY SCOTT • DAVID BRIAN • SYDNEY GREENSTREET

"THE FOUNTAINHEAD" GARY COOPER PATRICIA NEAL RAYMOND MASSEY ROBERT DOUGLAS

"UNDER CAPRICORN" TECHNICOLOR Transatlantic Picture INGRID BERGMAN JOSEPH COTTEN MICHAEL WILDING

"MY DREAM IS YOURS" TECHNICOLOR MICHAEL CURTIZ Production DORIS DAY JACK CARSON LEE BOWMAN EVE ARDEN ADOLPHE MENJOU 'Cuddles' SAKALL

"THE HASTY HEART" RONALD REAGAN PATRICIA NEAL RICHARD TODD

"HAPPY TIMES" TECHNICOLOR DANNY KAYE

"GIRL FROM JONES BEACH" RONALD REAGAN VIRGINIA MAYO EDDIE BRACKEN

"LOOK FOR THE SILVER LINING" TECHNICOLOR JUNE HAVER RAY BOLGER GORDON MACRAE

"MONTANA" TECHNICOLOR ERROL FLYNN ALEXIS SMITH 'Cuddles' SAKALL

"NIGHT UNTO NIGHT" RONALD REAGAN VIVECA LINDFORS BRODERICK CRAWFORD

"IT'S A GREAT FEELING" TECHNICOLOR DENNIS MORGAN DORIS DAY JACK CARSON AND SURPRISE APPEARANCE OF ALL STUDIO'S STARS

"COLORADO TERRITORY" UNITED STATES PICTURE JOEL McCREA VIRGINIA MAYO

"BACKFIRE" DANE CLARK VIRGINIA MAYO GORDON MACRAE VIVECA LINDFORS EDMOND O'BRIEN

"THE YOUNGER BROTHERS" TECHNICOLOR WAYNE MORRIS BRUCE BENNETT JANIS PAIGE GERALDINE BROOKS ROBERT HUTTON

"TASK FORCE" GARY COOPER JANE WYATT WALTER BRENNAN

WARNERS ARE

SET!

The most valuable properties ever assembled on our sound stages—preparing and in production at full-speed-ahead!

"CHAIN LIGHTNING" HUMPHREY BOGART ELEANOR PARKER

"BEYOND THE FOREST" BETTE DAVIS JOSEPH COTTEN

"WHITE HEAT" JAMES CAGNEY

"PERFECT STRANGERS" GINGER ROGERS DENNIS MORGAN

"THE MIAMI STORY" BURT LANCASTER

"ETHAN FROME" GREGORY PECK

"DALLAS" TECHNICOLOR ERROL FLYNN PATRICIA NEAL

"BRIGHT LEAF" GARY COOPER

"THE VICTIM" JOAN CRAWFORD DAVID BRIAN

"YOUNG MAN WITH A HORN" LAUREN BACALL KIRK DOUGLAS DORIS DAY

"THE GLASS MENAGERIE" JANE WYMAN KIRK DOUGLAS

"VICTORIA GRANDOLET" TECHNICOLOR JENNIFER JONES LOUIS JOURDAN

"ALWAYS LEAVE THEM LAUGHING" TECHNICOLOR DANNY KAYE

"ALWAYS SWEETHEARTS" TECHNICOLOR SHIRLEY TEMPLE BARRY FITZGERALD LON MCALLISTER SEABISCUIT

"THE TRAVELERS" TECHNICOLOR JOHN WAYNE ELEANOR PARKER

"THE OCTOPUS AND MISS SMITH" JANE WYMAN DENNIS MORGAN EVE ARDEN

"WEST POINT STORY" TECHNICOLOR JAMES CAGNEY JUNE HAVER GORDON MACRAE

"BARRICADE" TECHNICOLOR DANE CLARK VIRGINIA MAYO RAYMOND MASSEY

"COLT 45" TECHNICOLOR RANDOLPH SCOTT ALEXIS SMITH

"STAGEFRIGHT" ALFRED HITCHCOCK PRODUCTION JANE WYMAN MARLENE DIETRICH

ON THE GO!

Warner Bros Directors

RICHARD BARE
DAVID BUTLER
MICHAEL CURTIZ
PETER GODFREY
STUART HEISLER
ALFRED HITCHCOCK
VINCENT SHERMAN
KING VIDOR
RAOUL WALSH
BRETAIGNE WINDUST

Warner Bros Producers

HENRY BLANKE
JAY DRATLER
LOU EDELMAN
SAUL ELKINS
EVERETT FREEMAN
WILLIAM JACOBS
HARRY KURNITZ
MILTON SPERLING
ANTHONY VEILLER
JERRY WALD

also producing for Warner Bros

CAGNEY PRODUCTIONS
BRYAN FOY PRODUCTIONS
NORMA PRODUCTIONS
ROBERTS PRODUCTIONS
TRANSATLANTIC PICTURES
UNITED STATES PICTURES

PRODUCT
AS NEVER BEFORE!

STARS
AS NEVER BEFORE!

WARNER BROS. ARE GEARED TO GO

AS NEVER BEFORE!

Jerry Wald Has 3 New Ones Ready

Jerry Wald, winner of the Irving Thalberg Memorial Award in the recent Oscar derby, has 3 productions, "Flamingo Road", "Happy Times" and "Task Force", ready for Warner Bros. release; with several other top films on his schedule for the future.

Wald, who is the only entry to win the Thalberg Award in two years, may not be the youngest producer in the film business, but he probably was in 1941 when Warner Bros. took him away from his typewriter and made him associate producer on "Navy Blues". He was 28 years old then.

U.S. Pictures Runs 3 For Warner Release

"Murder, Inc.", "The Hoodlum" and "Marked Children", all to be distributed by Warner Bros., are the next three pictures scheduled by United States Pictures, Inc., headed by Milton Sperling.

Sperling was born in New York City on July 6, 1912 and attended Bryant High School there. After classes, he undertook his first job — as shipping clerk at the Paramount Newsreel offices.

He then went to California to take up his duties with Lewis Milestone as a script clerk for the United Artists studio. One year later Sperling left the Warner Bros. lot where he had been employed as Darryl Zanuck's secretary, to become an associate producer for Edward Small.

Sperling joined the U.S. Marines and served in the South Pacific area as a captain with the First Marines for three and one-half-years. He was awarded a Green Ribbon commendation for his work on the documentary film, "To The Shores of Iwo Jima."

Released from service at the close of 1945, Sperling organized an independent producing company, United States Pictures, of which he is now president.

The new company's first film was "Cloak and Dagger", in which Gary Cooper and Lilli Palmer were co-starred.

Director Curtiz At Home In All Kinds of Films

Michael Curtiz, Warner Bros. director, whose contributions to the American scene include such films as "Yankee Doodle Dandy," the Academy Award-winning "Casablanca," "Roughly Speaking," "Angels With Dirty Faces," and "Life With Father," is equally at home in westerns ("Dodge City"), sea thrillers ("The Sea Hawk"), epics ("Charge of the Light Brigade") and musicals ("Night and Day" and "My Dream is Yours"). Curtiz has given as much attention to developing new stars as he has given to stories. He "made" Errol Flynn in "Captain Blood" and brought a new Joan Crawford to the screen in "Mildred Pierce."

WARNERS GET FOUR NEW PRODUCTION UNITS

Joining Transatlantic Pictures, which has Alfred Hitchcock producing and directing several films for Warner Bros. release and United States Pictures, under Milton Sperling are four new production units which will release through that company. These are: Cagney Productions, which will star James Cagney in a series of films under the guidance of William Cagney; Bryan Foy Productions; Norma Productions, which will star Burt Lancaster, and Roberts Productions, which will star John Garfield.

WARNERS ROSTER PRODUCERS - DIRECTORS

In the production and direction of Warner Bros. impressive line-up of forthcoming releases are some of the industry's best-known producers and directors, with scores of hits to their credit. The ten producers on the company's roster are: Henry Blanke, Jay Dratler, Lou Edelman, Saul Elkins, Everett Freeman, William Jacobs, Harry Kurnitz, Milton Sperling, Anthony Veiller and Jerry Wald.

The directors are: Richard Bare, David Butler, Michael Curtiz, Peter Godfrey, Stuart Heisler, Alfred Hitchcock, Vincent Sherman, King Vidor, Raoul Walsh and Bretaigne Windust.

COMING RELEASES

"Flamingo Road"	April 30
"The Fountainhead"	July 2
"Under Capricorn"	Sept. 24
"My Dream is Yours"	April 16
"The Hasty Heart"	Aug. 13
"Happy Times"	Dec. 31
"Girl From Jones Beach"	Dec. 24
"Look For The Silver Lining"	July 30
"Montana"	Sept. 3
"Night Unto Night"	May 14
"It's A Great Feeling"	Oct. 8
"Colorado Territory"	Oct. 23
"Backfire"	Aug. 27
"Younger Brothers"	May 28
"Task Force"	

RECENT ADDITIONS TO WARNERS' TALENT ROSTER: Top Row, left to right, Jennifer Jones, Gregory Peck, Joseph Cotten, Shirley Temple, Louis Jourdan, Betsy Drake, Rory Calhoun; Second row, James Cagney, John Garfield, Marlene Dietrich, Randolph Scott, John Wayne, Burt Lancaster, Kirk Douglas, Ginger Rogers.

WARNERS HAVE FIFTEEN FILMS

ALREADY completed and awaiting release are fifteen Warner Bros. releases which will be seen on the screens of the nation between now and the middle of the Summer. These productions are:

"Flamingo Road", starring Joan Crawford, Zachary Scott and Sydney Greenstreet, and introducing David Brien. This is a Michael Curtiz Production, produced by Jerry Wald and directed by Michael Curtiz from a screenplay by Robert Wilder and based on a play by Robert and Sally Wilder.

"The Fountainhead", starring Gary Cooper, Patricia Neal, Raymond Massey and Robert Douglas. This was produced by Henry Blanke, directed by King Vidor from a screenplay and the novel by Ayn Rand.

* * *

"UNDER CAPRICORN", starring Ingrid Bergman and Joseph Cotten with Michael Wilding. This is a Transatlantic Pictures Production directed by Alfred Hitchcock in Technicolor from a screenplay by James Bridie.

"My Dream Is Yours", starring Doris Day, Jack Carson, Lee Bowman, Adolphe Menjou, Eve Arden and S. Z. Sakall. This is a Michael Curtiz Technicolor Production, directed by Michael Curtiz from a screenplay by Harry Kurnitz and Dane Lussier.

"The Hasty Heart", starring Ronald Reagan, Patricia Neal and Richard Todd. Directed by Vincent Sherman from a screenplay by Ronald MacDougall, based on the Broadway play by John Patrick.

* * *

"HAPPY TIMES", starring Danny Kaye. Produced in Technicolor by Jerry Wald, directed by Henry Koster from a screenplay by Philip Rapp and Harry Kurnitz.

"The Girl From Jones Beach", starring Ronald Reagan, Virginia Mayo and Eddie Bracken. Produced by Alex Gottlieb, directed by Peter Godfrey from a screenplay by I. A. L. Diamond, based on a story by Allen Boretz.

"Look For The Silver Lining", starring June Haver, Ray Bolger, Gordon MacRae. Produced in Technicolor by William Jacobs, directed by David Butler from a screenplay by Phoebe and Henry Ephron and Marian Spitzer, based on a story by Bert Kalmar and Harry Ruby.

* * *

"MONTANA", starring Errol Flynn Alexis Smith and S. Z. Sakall, produced in Technicolor by William Jacobs, directed by Ray Enright from a screenplay by James R. Webb, Borden Chase and Charles O'Neal, based on a story by Ernest Haycox.

"Night Unto Night", starring Ronald Reagan, Viveca Lindfors and Broderick Crawford, and produced by Owen Crump, directed by Don Siegel from a screenplay by Kathryn Scola, based on the novel by Philip Wylie.

"It's A Great Feeling", starring Dennis Morgan, Doris Day, and Jack Carson and surprise appearances of all studio's stars. Produced in Technicolor by Alex Gottlieb, directed by David Butler from a screenplay by Jack Rose and Mel Shavelson, based on a story by I. A. L. Diamond.

"Colorado Territory", starring Joel McCrea, Virginia Mayo. A United States Pictures Production produced by Anthony Veiller, directed by Raoul Walsh and written by John Twist and Edmund H. North.

* * *

"BACKFIRE", starring Dane Clark, Virginia Mayo, Gordon MacRae, Viveca Lindfors and Edmond O'Brien. Produced by Anthony Veiller, directed by Vincent Sherman from a screenplay by Larry Marcus, Ivan Goff and Ben Roberts, based on a story by Larry Marcus.

"The Younger Brothers", starring Wayne Morris, Bruce Bennett, Janis Paige, Geraldine Brooks and Robert Hutton. Produced in Technicolor by Saul Elkins, directed by Edwin L. Martin from a screenplay by Edna Anhalt, based on a story by Morton Grant.

"Task Force", starring Gary Cooper, Jane Wyatt and Walter Brennan. Produced by Jerry Wald, written and directed by Delmar Daves.

* * *

TWENTY of the company's most important properties are already in advance stages of production on the Warner Bros. Burbank lot with the cameras set to roll soon during the next few weeks. The stars assigned to star in these productions have been culled from an unprecedented line-up of talent in the company's long history.

These features which will set the company in high production gear are:

"Chain Lightning", starring Humphrey Bogart and Eleanor Parker. Produced by Anthony Veiller, directed by Stuart Heisler, from a screenplay by Liam O'Brien and Vincent Evans, based on a story by J. Redmond Prior.

FORTHCOMING WARNER FILMS: (1) David Brian, Joan Crawford and Zachary Scott in "Flamingo Road"; (2) Gary Cooper and Patricia Neal in "The Fountainhead"; (3) Joseph Cotten, Ingrid Bergman and Michael Wilding in "Under Capricorn" — A Transatlantic Picture to be distributed by WB; (4) Lee Bowman, Doris Day and Jack Carson in "My Dream Is Yours"—in Technicolor; (5) Patricia Neal, Richard Todd and Ronald Reagan in "Hasty Heart"; (6) Danny Kaye and Elsa Lanchester in "The Happy Times"—in Technicolor; (7) Ronald Reagan and Virginia Mayo in "The Girl From Jones Beach".

COMPLETED FOR EARLY RELEASE

"Beyond The Forest", starring Bette Davis and Joseph Cotten. Produced by Henry Blanke, directed by King Vidor from a screenplay by Lenore Coffee, based on a novel by Stuart Engstrand.

"White Heat", starring James Cagney. Produced by Lou Edelman, from a screenplay by Ivan Goff and Ben Roberts, based on a story by Virginia Kellogg.

* * *

"PERFECT STRANGERS", starring Ginger Rogers and Dennis Morgan. Produced by Jerry Wald, from a screenplay by Edith Sommer.

"The Miami Story", starring Burt Lancaster. Produced by Jay Dratler, from a screenplay by Dratler.

"Ethan Frome", starring Gregory Peck. Produced by Henry Blanke, based on a novel by Edith Wharton.

"Dallas", starring Errol Flynn and Patricia Neal. Produced in Technicolor by Anthony Veiller, from a screenplay by John Twist.

"Bright Leaf", starring Gary Cooper.

"The Victim", starring Joan Crawford and David Brian. Produced by Jerry Wald, from an original screenplay by Gertrude Walker.

* * *

"YOUNG MAN WITH A HORN", starring Lauren Bacall, Kirk Douglas and Doris Day. Produced by Jerry Wald, directed by Bretaigne Windust, from a screenplay by Carl Foreman, based on a novel by Dorothy Baker.

"The Glass Menagerie", starring Jane Wyman and Kirk Douglas. Produced by Jerry Wald, based on a stage play by Tennessee Williams.

"Victoria Grandolet", starring Jennifer Jones and Louis Jourdan, produced in Technicolor.

"Always Leave Them Laughing", starring Danny Kaye.

* * *

"THE TRAVELERS", starring John Wayne and Eleanor Parker. Produced in Technicolor by Anthony Veiller, from a screenplay by Walter Doniger, based on Doniger's original story.

"The Octopus & Miss Smith", starring Jane Wyman, Dennis Morgan. Produced by Harry Kurnitz, directed by Michael Curtiz, from a screenplay by Harry Kurnitz.

"The West Point Story", starring James Cagney, June Haver and Gordon MacRae. Produced in Technicolor by Lou Edelman, from a screenplay by Charles Hoffman and Irving Wallace.

* * *

"BARRICADE", starring Dane Clark, Virginia Mayo, Raymond Massey. Produced in Technicolor by Saul Elkins, directed by Peter Godfrey from an original screenplay by William Sackheim.

"Colt 45", starring Randolph Scott and Alexis Smith, produced in Technicolor.

"Stagefright", starring Jane Wyman, an Alfred Hitchcock production.

"Return Of The Frontiersman", starring Randolph Scott, produced by Saul Elkins, in Technicolor, directed by Ray Enright, from a screenplay by Edna Anhalt.

* * *

TO properly present to the public the many important star properties recently acquired by Warner Bros., the company has brought together on its Burbank lot the greatest assemblage of star talent in its long history of picture making.

Under the Warner banner for sometime and to be seen in these forthcoming productions are such stars as: Lew Ayres, Lauren Bacall, Humphrey Bogart, Jack Carson, Dane Clark, Gary Cooper, Joan Crawford, Bette Davis, Errol Flynn, Danny Kaye, Viveca Lindfors, Gordon MacRae, Virginia Mayo, Dennis Morgan, Wayne Morris, Patricia Neal, Edmond O'Brien, Eleanor Parker, Claude Rains, Ronald Reagan, Zachary Scott, Alexis Smith and Jane Wyman.

Through arrangements with David O. Selznick, the following players will be seen in Warner's forthcoming release schedule: Jennifer Jones, Gregory Peck, Joseph Cotten, Shirley Temple, Betsy Drake, Louis Jourdan and Rory Calhoun.

* * *

IN addition, James Cagney returns to Warner Bros. to star in three pictures, plus several pictures for Cagney Productions, under William Cagney, for distribution by Warner Bros.

Other stars who have signed to appear under the Warner banner are: John Garfield, Burt Lancaster, John Wayne, Randolph Scott, Kirk Douglas, Marlene Dietrich and Ginger Rogers.

With this truly sensational line-up of headline star talent, Warner's is geared to give the picture going public all over the world the most consistently important line-up of entertainment ever presented by a single motion picture company.

FORTHCOMING WARNER FILMS: (8) Ray Bolger, Gordon MacRae and June Haver in "Look for the Silver Lining"—in Technicolor; (9) Alexis Smith and Errol Flynn in "Montana" —in Technicolor; (10) Viveca Lindfors, Osa Massen and Ronald Reagan in "Night Unto Night"; (11) Doris Day, Dennis Morgan, and Jack Carson in "It's a Great Feeling" — in Technicolor; (12) Henry Hull, Virginia Mayo and Joel McCrea in "Colorado Territory"; (13) Dane Clark and Viveca Lindfors in "Backfire"; (14) Left to right: James Brown, Robert Hutton, Bruce Bennett and (top row) Wayne Morris in "The Younger Brothers"—in Technicolor; (15) Jane Wyatt and Gary Cooper in "Task Force".

Let's Look At The Record

(*Continued from Page* 2)

"We have doubled our star list", said Harry Warner, "and the list of important stories for the program ahead. In this period, which demands better pictures than ever before, we have used the past several months to anticipate demands."

Talking prosperity, acting prosperously, planning for the presentation of big stars in big stories and big productions provide the best kind of a tonic which our industry can receive. The benefits thereof are passed on to millions of our potential customers.

Fifteen new stars have been added to the twenty-three names already established at the Burbank Studios, and additional stars and players are being added to this list.

Opportunity of a Lifetime

Harry Warner said, "We face the greatest opportunity of our life-time, more people than ever are looking for fine pictorial entertainment. They will look to the company which gives them the best. We will spare no effort to deliver Quality Entertainment in Quantity, so that the Warner Trademark will continue to be the Badge of Showmanship."

In augmenting the statement of the president of Warner Bros., Jack L. Warner has added, "Warner Bros. have doubled our star list and the list of the important stories for the program ahead."

"Events at Warner Bros. Studios in the past two months prove that in our business it is possible to make history without hysteria. During that period of preparation, I believe we have reached an all-time high in solid planning for the future."

The record expansion program of Warner Bros. is this company's most ambitious project since the previous box-office boost which was projected by this company over two decades ago. Forty-six story properties are in various stages of preparation.

When one stops to consider past events in relationship to current events, the contradictory aspects become somewhat puzzling. As an example, the construction of new theatres. The quality of such construction furnishes a pronounced contrast to policies of retrenchment in the production fields, which have become so widespread. Investment in exhibition on the increase, more and more theatres being built, for what purpose, we are justified in asking, if the production of pictures presented such an uncertain aspect? If there are so many millions of dollars available to build, furnish and equip theatres, what has become of available dough-re-me to make quality pictures in quantity? Without quality pictures how will theatre-builders secure a return on their investment, and how can they remain in business without quantity to meet the necessary demands of the market?

Public Expects Luxury

Theatre operators know that the public has been educated to luxurious surroundings, irrespective that such appointments now adopt a simple and streamlined note, and they are also aware that their theatre patrons take it for granted that the theatre conveniences will not only serve, but serve attractively.

More and more are our theatres becoming Community Centres. Some have introduced Galleries for the exhibition of local Art; not that our theatres have become what some people term 'Arty' but that the public trend, today, is directing itself toward an interest in The Arts, into a support of Arts and Letters which is not only borrowed from foreign countries, but which is native.

A world of peoples are talking about Best Sellers — collecting antiques. Incidentally, the influx of people of various nationalities, many of whom have brought with them treasures of art, irrespective of the collections which many of our men brought to the American Continent when they returned as civilians, has had an educational and artistic appreciation development, giving our own American Continent a more continental flair.

A bit of the Old World Charm, that which has survived destruction and dictatorship, has come to live with us, and this has added not only millions of new customers, but influenced the appetite in respect to motion pictures. We dare themes which we have never dared before in Motion Pictures. Our patrons not only talk about the glamour of stars, but they discuss the picture-story.

Jack L. Warner said, "We know the motion picture market is what the public makes it; and we knew that we were not going to meet the public's demand by reducing our resources, so we increased them."

(*Continued on Page* 19)

Producers who will make the features on Warners' big production schedule, from the top: Henry Blanke, William Cagney, Jay Drattler, Lou Edelman, Saul Elkins, Gordon Hollingshead, William Jacobs, Harry Kurnitz, Anthony Veiller, Milton Sperling, B. Foy, Everett Freeman, and, elsewhere in this issue, Jerry Wald.

Warners' directorial powerhouse, from the top: Richard Bare, David Butler, Delmer Daves, Peter Godfrey, King Vidor, Raoul Walsh, Bretaigne Windust, Vincent Sherman, Alfred Hitchcock, and, elsewhere in this issue, Michael Curtiz.

Let's Look At The Record

(*Continued from Page* 18)

Want To Be Happy

This Industry must be sold on itself, it never can afford to talk down, to sell itself out, because such an example of blues is poisonous to Showmanship. People instinctively gravitate towards happiness, no human being enjoys being miserable, save those who have a sadistic complex and take pleasure in thought-torture and a demonstration of such thought.

Warner Bros. salesmen must sell the Warner Bros. story to advantage and such salesmanship will imbue the exhibitor with a vision of coming profits. This mood, in turn, will transmit itself to theatre patrons. It becomes a Delicious Circle and not a Vicious Circle in which latter groove we have recently found ourselves.

Warner Bros. have started what must be a Constructive and Rehabilitition policy, which will be imitated by other companies which have not already "taken the bull by the horns". The industry will strive for achievement, to retain and expand its markets, to add to its motion picture patronage, because the public is still spending big money on entertainment. For instance, may we repeat, an advance sale of over five hundred thousand dollars was paid by the public in New York City, for the musical show, "South Pacific". That is a fantastic sum, however it is not a fantasy but a reality.

Good days are here again and our Industry, from studio to screen, will be SHOWMANIZED for action, for a grand performance. It's money in the bank boys, it sure is for BURBANK. My palm is itchy, which my grandmother told me, even as your grandmother told you, is a sign that you are in the money.

Rags to Riches

Let's Look At The Record: a bicycle repair shop, "The Great Train Robbery", a little theatre to which the undertaker loaned ninety-six chairs. "Don Juan", The Jazz Singer", "The Singing Fool", and the recent million-dollar contract for star-names. This record is not only a Warner Bros. record, it is Motion Pictures; it is Big Business. Believe me, when some of our grandparents sold everything they had to sail to America, many knowing no one in the country to which they sailed, many not even able to speak any language but the language of their native land, they gambled more than we are gambling to keep Motion Pictures in business.

Motion Pictures speak in every language. Motion pictures utilize devices for the convenience and enjoyment of patrons who are deaf. And Motion Pictures have learned to speak in a sign language which even the Dumb can understand, as we experienced in Warner Bros. unique and powerful picture, "Johnny Belinda", which everybody loved.

Some critics may call us sexy. Life is Sex. Some critics may call us commercial. Without Trade, our wheat and all things by which man lives physically would rot. But surely no critic could call us Dumb! Our history has revealed us as articulate, whether in the pantomine of our Silent Films, or in any man's language.

—THE EDITOR

EXPLOITATION SUPPORT FROM CANADIAN WARNERS

Canadian exhibitors can be assured of every support in their publicity and exploitation campaigns from P. Anthony Ranicar, publicity representative for Warner Bros. in Canada. With this great line-up of product available for release and in production, which has been made possible by the courage and foresight of the brothers Warner, it behooves the exhibitors to back them up by going all out in their efforts to put on a first class job of exploitation to bring these pictures to the attention of the theatre-going public with a bang.

Al Jenkins Top Gift Ticket Seller

First prize in the Odeon circuit for the greatest sale of Christmas gift tickets over quota in 1948 has been won by Al Jenkins of the Plaza, Vancouver. L. Goldin of the Rialto, Winnipeg, received the award for second place, and third prize winner was H. McNeil of the Roseland, New Glasgow.

HASKELL MASTERS
Canadian District Manager for Warner Brothers.

HAROLD VANCE
Whose story is told in Ray Presents on Page 3.

Robert Flaherty in Toronto For "Louisiana Story"

The famous producer of documentary films (Nanook of the North) was in Toronto early in the week and was guest of honour at a cocktail party for trade and press at the Park Plaza Hotel on Monday.

More of the executive strength behind the great new Warner Bros. program, whose positions and titles are discussed in this week's editorial, "Let's Look at the Record": Norman Moray, Jules Lapidus, Harry Kalmine, Roy Haines, Ben Kalmenson, Mort Blumenstock, Norman Ayres, and, elsewhere in this issue, Haskell Masters, Canadian District Manager.

Winnipeg News

By J. J. CONKLIN

THE Manitoba Federation of Agriculture and Co-operation and the Winnipeg Film Board of Trade both went on record Monday as opposing daylight saving time.

The organizations, in statements from their executives, differed in their approach to the question which is before Manitoba legislature. Agricultural organization said that organized farmers were unanimously opposed to daylight saving time. In urging all local authorities to reject adoption of daylight saving time, however, they questioned whether the present bill before the legislature which would prohibit daylight saving was an effective or proper solution.

The Film Board on the other hand urged strong support for the bill to standardize time throughout the province. Daylight saving in Winnipeg was a source of irritation not only to many groups in Winnipeg but to the province at large, it was said.

In spite of these objections, daylight saving was passed by the House, 36 — 17.

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George Allan Graham, 71, passed away on April 10 after a lingering illness. Born at Russell, Ont., he received his education there and at Ottawa coming west in 1907 where he located in St. James.

He was engaged in the contracting business for many years, building the Classic theatre, which he owned and operated for some 20 years. For the past few years he had been re-engaged in contracting business.

Prominent for many years in Oddfellows circles, Mr. Graham was a charter member of Strathcona Lodge No. 82 and a former member of the board of Oddfellows Home in Charleswood. He was prominent in moving picture community life of St. James suburb where served two terms as a municipal councillor.

Towne Cinema Bows In

Yvonne Taylor's new art house, the 700-seat Towne Cinema on Bloor near Yonge, Toronto, made its entry into the world of class entertainment over the week-end with a trade preview on Saturday last, and a well-publicized opening on Monday.

Picture screened at the trade show was "The Guinea Pig", (Int'l) an English film strongly reminiscent of "Housemaster" and "Mr. Chips", which will be the second feature to play the house.

Public opening of the tastefully appointed house with the many innovations in theatre building, was with "Concert Magic", Cardinal Films' presentation of Yehudi Menuhin and various other superb artists in a film concert.

Latest in the series of foreign films playing here, "The Mozart Story," made in Austria, was shown at the Dominion theatre commencing Tuesday, April 10.

This was followed by La Traviata, Verdi's beautiful opera. The Dominion is meeting the wishes of the large musical public, who are enjoying the great musical compositions presented in lifelike form. The Dominion has booked a series of great operas to run consecutively for the next few weeks.

Two Film Stars To Play At Toronto's Royal Alex

Jean Parker, veteran of 58 Hollywood films, and Scott McKay, who played in such pictures as "20 Seconds Over Tokyo", "Duel In The Sun", "Kiss and Tell" and "Guest In The House" appear in the Broadway hit "Born Yesterday" which goes into the Royal Alexandra, Toronto for a week following the Dominion Drama Festival, which has taken over the big town all this week.

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

DOWNTOWN
"Flaxy Martin" (WB), with Virginia Mayo and Zachary Scott. Also "Homicide" (WB), with Robert Douglas and Helen Westcott.

EGLINTON-UNIVERSITY
"Mother is a Freshman" (20th-Fox), Technicolor with Loretta Young and Van Johnson.

IMPERIAL
Second week. "Adventures of Don Juan" (WB), Technicolor, with Errol Flynn and Viveca Lindfors.

LOEW'S
Second week. "Take Me Out to the Ball Game" (MGM), Technicolor, with Frank Sinatra, Esther Williams and Gene Kelly.

ODEON TORONTO
"The Passionate Friends" (EL), with Ann Todd and Claude Rains.

SHEA'S
Second week. "A Connecticut Yankee in King Arthur's Court" (Para.), Technicolor, with Bing Crosby and Rhonda Fleming.

TOWNE CINEMA
"Concert Magic" (Card.), with Yehudi Menuhin and Eula Beal.

UPTOWN
Second week. "Family Honeymoon" (UI), with Claudette Colbert and Fred MacMurray.

VICTORIA
"The Set-Up" (RKO), with Robert Ryan and Audrey Totter. Also "Miss Mink of 1949" (20th-Fox), with Jimmy Lydon and Lois Collier.

MONTREAL

CAPITOL
"My Dream is Yours" (WB), Technicolor, with Doris Day and Jack Carson.

IMPERIAL
"Mexican Hayride" (UI), with Abbott and Costello.

LOEW'S
"Words and Music" (MGM), with Mickey Rooney and Judy Garland.

ORPHEUM
"Outpost in Morocco" (UA), with George Raft and Marie Windsor.

PALACE
"A Letter to Three Wives" (20th-Fox) with Jeanne Crain and Linda Darnell.

PRINCESS
"Whispering Smith" (Para.), Technicolor, with Alan Ladd and Brenda Marshall.

SAINT JOHN

CAPITOL
"River Lady" (UI), Technicolor, with Yvonne DeCarlo and Dan Duryea.

MAYFAIR
"April Showers" (WB) and "The Son of Rusty" (Col.)

PARAMOUNT
"A Connecticut Yankee" (Para.), Technicolor, with Bing Crosby and Rhonda Fleming.

STRAND
"For the Love of Mary" (UI), with Deanna Durbin and Edmond O'Brien.

WINNIPEG

CAPITOL
"A Connecticut Yankee" (Para.), Technicolor, with Bing Crosby and Rhonda Fleming.

GAIETY
"A Letter to Three Wives" (20th-Fox) with Jeanne Crain and Linda Darnell.

GARRICK
"The Countess of Monte Cristo" (UI)) with Sonia Henie and Michael Kirby.

MET
"The Sun Comes Up" (MGM) with Lassie and Jeanette MacDonald.

ODEON
"The Red Shoes" (EL), Technicolor, with Anton Walbrook and Moira Shearer.

CALGARY

CAPITOL
"A Connecticut Yankee" (Para.), Technicolor, with Bing Crosby and Rhonda Fleming.

GRAND
"Mexican Hayride" (UI), with Abbott and Costello.

PALACE
'Yellow Sky" (20th-Fox) with Anne Baxter and Gregory Peck.

STRAND
"Trouble Makers" (Mono.) with the Bowery Boys. Also "The Far Frontier" (Rep.)

VANCOUVER

CAPITOL
"A Connecticut Yankee' (Para.), Technicolor, with Bing Crosby and Rhonda Fleming.

INTERNATIONAL CINEMA
"Tarzan's Magic Fountain" (RKO) with Lex Barker and Brenda Joyce.

ORPHEUM
"Adventures of Don Juan" (WB), Technicolor, with Errol Flynn and Viveca Lindfors.

PLAZA
"The Countess of Monte Cristo" (UI) with Sonia Henie.

STRAND
"A Letter to Three Wives" (20th-Fox) with Jeanne Crain and Linda Darnell.

STUDIO
"The Lost One" (Col.), with Nelly Corradi and Gino Mattera.

VOGUE
"Family Honeymoon" (UI) with Claudette Colbert and Fred MacMurray.